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The diagram illustrates a system architecture with the following components and connections:

- 201 USER INTERFACE SETUP CLIENT**, **ADVERTISEMENTS DISPLAY MANAGER**, and **SCREEN SAVER SUBSYSTEM 220** are connected to the **INTERAD DATABASE**.
- ADVERTISEMENTS DISPLAY MANAGER** is also connected to **210**.
- ADVERTISING "KILLER" 275** is connected to the **INTERAD DATABASE**.
- The **INTERAD DATABASE** is connected to **230 SCHEDULER FOR SOUND ADS, WALLPAPERS ETC.**
- The **INTERAD DATABASE** is connected to **240 FEEDBACK MANAGER** and **ADVERTISEMENTS FEEDER 250**.
- ADVERTISEMENTS FEEDER 250** is connected to **INTERNET AD FEEDER** and **ANOTHER SOURCE FEEDER 271**.
- INTERNET FEEDBACK 260** is connected to the **FEEDBACK MANAGER**.
- INTERNET AD FEEDER** is connected to **270 TCP/IP POLITE AGENT**.
- ANOTHER SOURCE FEEDER 271** is connected to **ANOTHER TYPE OF POLITE AGENT 272**.
- 270 TCP/IP POLITE AGENT** is connected to **280 TCP/IP PROTOCOL STACK**.
- 280 TCP/IP PROTOCOL STACK** is connected to **290 PPP-TCP/IP OVER MODEM PROTOCOL**.
- 290 PPP-TCP/IP OVER MODEM PROTOCOL** is connected to **295**.
- 295** is connected to **700 INTERNET** (represented by a dashed oval).
- 700 INTERNET** is connected to **600 SERVER** (represented by a rectangle).
- 272 ANOTHER TYPE OF POLITE AGENT** is connected via a lightning bolt symbol to a group of three **POLITE AGENT JOB** blocks (285).
- The three **POLITE AGENT JOB** blocks are collectively labeled **286**.

Methods and apparatus are provided for selecting advertisements (50) and other information from a computer network database (730) based on user defined preferences and transmitting the selected advertisement in background mode over a communications link (703) between the computer network (700) and a local computer (500) with minimal interference with other processes (285) communicating over the communications link (703). This method includes monitoring the communications link (703) and transmitting portions of the advertisement (50) when the communications link line utilization is below a preestablished threshold. Methods and apparatus are also provided for displaying or otherwise presenting the selected advertisements on the user's computer. Additional methods and apparatus are provided for selecting and presenting information stored on a local storage media (230) based on user defined preferences.

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# INTERNATIONAL SEARCH REPORT

int: onat application no.  
PCT/IB96/00829

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) :G06F 13/00, 13/36

US CL :395/200.09, 200.13; 370/229, 230, 232, 235; 348/10, 522

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 395/200.01, 200.09, 200.11, 200.13; 370/229, 230, 232, 235; 348/10, 522

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

APS

search terms: utilization rate, threshold, advertisement, customization

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,220,564 A (TUCH et al.) 15 June 1993, abstract; col.1, lines 50-68; col.4, lines 3-68; col.5, lines 22-51.	1,3 ----- 7, 9 - 10, 12 - 13,15-16
X --E Y	US 5,604,542 A (DEDRICK) 18 February 1997, the entire document.	5,8 ----- 7, 9 - 10, 12 - 1 3,15-16
X --E Y	US 5,600,364 A (HENDRICKS et al.) 04 February 1997, abstract; fig.11-12,18-19,21; col.29, line 30 - col.31, line 63; col.34, line 40 - col.39, line 53.	5,8 ----- 7, 9 - 10, 12 - 1 3,15-16

☒ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"G"	document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means		
"P" document published prior to the international filing date but later than the priority date claimed		

Date of the actual completion of the international search

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,283,639 A (ESCH et al.) 01 February 1994, the entire document.	5,8 ----- 7,9-10,12-13,15-16
X --- Y	US 5,412,416 A (NEMIROFSKY) 02 May 1995, the entire document.	5,8 ----- 7,9-10,12-13,15-16
A	US 5,099,420 A (BARLOW et al.) 24 March 1992, the entire document.	1-16